

Message Text

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ACTION EUR-12

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SUBJ: MEDIA SUPPORT FOR HUNGARIAN TV COVERAGE OF PRIMARY
ELECTION CAMPAIGN.

1. HUNGARIAN TELEVISION DEVOTED HALF OF ITS 30 MINUTE
MONTHLY "POLITICAL MAGAZINE" SHOW "PANORAMA" ON FEBRUARY
28 TO THE ELECTION CAMPAIGN, ANALYSIS OF THE NEW HAMPSHIRE
PRIMARY ELECTION RESULTS AND DISCUSSION OF THE PROCESS
OF CAUSCUSES AND PRIMARY ELECTIONS LEADING UP TO THE
TWO PARTIES' NOMINATING CONVENTIONS.

2. THE UNIQUE FEATURE OF THE SHOW WAS THAT ALL INFORMATION,
PHOTOS, SUPPORT MATERIALS, ETC. CONSISTED IN THEIR ENTIRETY
OF AGENCY PRODUCED AND POST SUPPLIED MEDIA PRODUCTS AND
SERVICES.

3. THE SHOW CONSISTED OF INTERESTING AND FACTUAL COMMEN-
TARY EXPLAINING THE AMERICAN ELECTION PROCESS, THE SELECTION
OF CONVENTION DELEGATES, THE CAUSCUSES AND THE PRIMARY
ELECTIONS.

4. DATA ON NEW HAMPSHIRE, SCHEDULES OF PRIMARY
ELECTIONS, AND BACKGROUND INFORMATION ON CANDIDATES
AND PRIMARY STATES WERE GIVEN BASED ON IPS CAMPAIGN
AND OTHER ITEMS IN THE WIRELESS FILE. PHOTOS OF CANDIDATES
CAME FROM IPS ELECTION PACKETS. IMV'S REGULAR FACILI-

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TATIVE ASSISTANCE TO HUNGARIAN TV'S WASHINGTON CORRES-
PONDENT ANDRAS HELTAI PROVIDED "ON-THE-SPOT" COMMENTARY,

WITH A TIMELY CLIP FROM THE U.S. ABOUT THE NEW HAMPSHIRE
PRIMARY. AND, ELEMENTS OF A RECENT BRIEFING FOR HUN-
GARIAN MEDIA LEADERS ON THE U.S. ELECTIONS BY THE PAO
SHOWED UP, WITHOUT ATTRIBUTION OF COURSE, IN THE
ANALYSIS OF THE PANELISTS.

5. THIS PROGRAM WAS ANOTHER EXAMPLE OF THE STEADILY
GROWING COOPERATION BETWEEN THE POST AND HUNGARIAN TELE-
VISION, AND WHICH IS RESULTING IN CONSIDERABLY MORE
EXTENSIVE AND FACTUAL COVERAGE OF U.S. EVENTS FOR HUN-
GARIAN VIEWERS. THIS COOPERATION HAS EVOLVED INTO A
REGULAR PATTERN WHICH GOES BEYOND OCCASIONAL PROGRAMMING.

6. RECENT EXAMPLES HAVE BEEN THE CLOSE TO 10 PROGRAMS
WHICH RESULTED FROM THE IMV TV COOP WITH HUNGARIAN
TELEVISION (BUDAPEST FM 2) AND THE REGULAR APPEAR-
ANCES OF HELTAI'S "REPORTS FROM WASHINGTON" ON EVENING
NEWSCASTS THANKS TO EXCELLENT IMV FACILITATIVE ASSIS-
TANCE.

7. FUTURE PROSPECTS INCLUDE AN ENTIRE EDITION OF PANO-
RAMA DEVOTED TO THE BICENTENNIAL, AND NEW TV COOP
UNDERTAKINGS, ALONG WITH THE CONTINUATION OF
ROUTINE USE OF WIRELESS FILE AND OTHER MEDIA PRODUCTS
IN NEWSCASTS AND FOREIGN POLICY PROGRAMMING.
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